

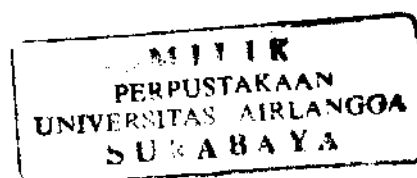
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TESIS

**ANALISIS KEPUASAN DAN HARAPAN PELANGGAN DALAM RANGKA
PENINGKATAN LOYALITAS PELANGGAN KELAS UTAMA
RUMAH SAKIT PANTI RAHAYU PURWODADI -
GROBOGAN**



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ABSTRACT

The VIP room Panti Rahayu Hospital is one of the revenue centre of this hospital. But what has happened show another fact, because it is under utility (BOR : 53.85%). For this reason, it needs improvements, so that the utility will be optimal.

The method of this research is to measure the degree of the satisfaction and loyalty towards 40 customer of the VIP room on July 2001. The causes of the unsatisfaction of the service were found by asking to the customer what kind of services that they hoped to be done by the hospital and what had to be added to the services. According to those suggestions, it has been planned to increase or to add the services according to the hope of the customer.

The results of this research show that the satisfaction degree of the Panti Rahayu Hospital respondent on July 2001 reach the score 3.38. It means that very satisfied to the services. But we found the reality that only 15% loyal respondent stated that they would certainly use the VIP room in the future, certainly suggest other people to use the service when they need it (advacator) and certainly use the VIP room service in the future, although the price will increase 10 to 50 %. So there are still 85 % respondent to be increased their loyalty. According to the respondent hope analysis, there must be efforts to increase the services including product, service process and after sale service, even there must be some services have to be added. The kind of the added services needed by the customer were after sale services which consist of special phone line, patient group therapy, homecare service, the VIP class club and communication forum.

The conclusions of this research are to increase the loyalty of the customer, there are 2 efforts that must be done by Panti Rahayu Hospital. Those are to increase the satisfaction of the customer by doing the services faster, full of hospitality, and clear, also to make emotional relationship with customer by creating customer group therapy, homecare service, the VIP class club and creating communication forum with customer once in a month.

Keywords : Loyalty- Satisfaction- Expectation – The VIP room